



Teacha! Resources

How Snapplify Helped Teacha!
Resources Expand and Thrive

Key Challenges



Limited Market Reach

Teacha! Resources needed to expand into new regions but lacked the infrastructure to manage payments across multiple territories.



Currency and Payment Options

Educators in various countries couldn't pay in their local currencies, creating friction in the buying process.



Fragmented Payment Systems

Their existing payment solutions did not cater to international customers, limiting their ability to attract and retain users in different regions.



Community Growth Stagnation

Teacha! Resources needed a strategy to grow their educator community across Africa, while maintaining a seamless user experience.

Improvements and Successes

Teacha! Resources has seen significant improvements since adopting Snapplify, including:

✓ Expanded Market Reach

Snapplify Pay enabled Teacha! Resources to operate in multiple territories, significantly increasing their customer base.

✓ Flexible Payment Options

By integrating with major payment gateways, Teacha! Resources can now offer various payment methods (credit, debit, EFT, and mobile money), catering to customer preferences.

✓ Increased Customer Retention

The simplified, safe, and reliable payment process attracted new customers while keeping existing ones satisfied.

✓ Seamless Payment Experience

With Snapplify Pay, educators can now easily pay in their local currencies, no matter where they are.



"Snapplify Pay has made it easier for us to expand our reach and serve more educators across Africa. With their seamless integration and flexible payment options, we can offer our community the best possible experience."

By addressing the payment barriers and expanding into new regions, Snapplify enabled Teacha! Resources to scale its community of educators. The platform's seamless user experience, combined with the ease of making payments, encouraged more educators to join the community, purchase resources, and engage actively.

Implementation



Multiple Payment Methods

Integrated with major payment gateways, providing flexible payment options such as credit cards, EFT, and mobile money.



Snapplify Pay Integration

Implemented a global payment infrastructure that allows educators to pay in their local currencies.



Cross-Territory Expansion Support

Helped Teacha! Resources strategically enter new markets, enabling them to grow their community across Africa.



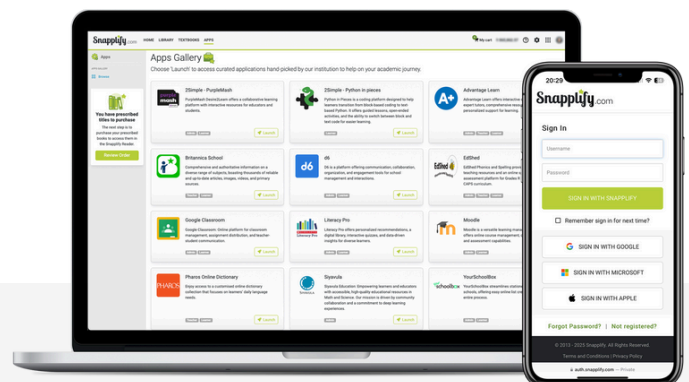
Seamless Customer Experience

Created a smooth payment and user experience that encourages repeated purchases and loyalty.



Reliable and Secure Transactions

Provided a secure, trusted platform for payments, increasing customer confidence.



The decision to choose Snapplify

Teacha! Resources recognized Snapplify's deep understanding of the education sector and their ability to offer an end-to-end solution tailored to their needs. Snapplify Pay's ease of integration and comprehensive payment options made it the perfect fit to support Teacha!'s growth strategy and community development across Africa.

About Teacha! Resources



Teacha! Resources is Africa's largest online community for educators, offering a platform where educators can connect and share resources. Through their marketplace, educators can access and contribute thousands of educational resources, designed by teachers for teachers.